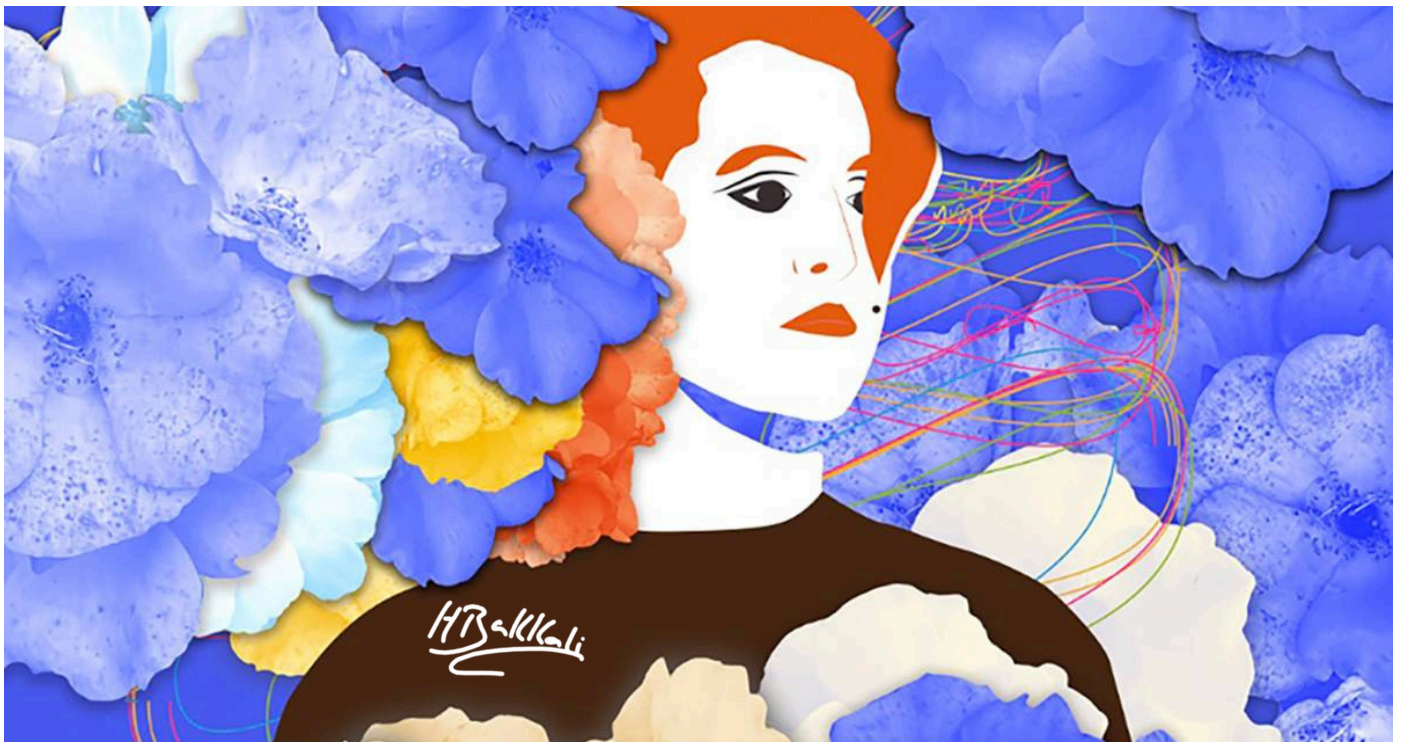


"Digital Art, Digital Culture" shows some Bakkali's masterpieces through printed versions, augmented reality and immersive art, as well as a virtual gallery in which the audience can expand on Bakkali's work, learn about her creative process and also about some concepts on digital art and culture. The exhibition has as protagonists the figure of the woman inspired by the artist's mother, likewise colorful shapes, dynamic content and a hopeful vision of life, full of joy and optimism.

Digital Art, Digital Culture

Art Exhibition by Houda Bakkali



Likewise this exhibition aims to demonstrate the power of digital art to break spatial, temporal and generational borders, creating synergies between different audiences and making art not only timeless, but also universal, close and understandable. Says the artist: *"Digital art is not a trend, it is the present and the future. My art represents the need to tell stories through captivating and surprising environments, in which the viewer can immerse themselves, as is the case with augmented reality. It's a way to experience a variety of sensations and emotions with my artwork. It also allows me to expand the story and give it life or several lives, as many as I want. In addition, it's a way to create more fun and unique environments, involving the viewer in the artwork and making it grow over time with new stories, settings and characters."*



Houda Bakkali

Houda Bakkali is an award-winning visual artist. She is an expert in new technologies applied to art. She started her artistic career in 2008 and since then her art has been exhibited in public and private events and institutions worldwide. She has created some of the most pioneering immersive and digital exhibitions in public spaces such as airports and cultural centres. She has exhibited at Madrid Adolfo Suárez Madrid Barajas International Airport and Málaga-Costa del Sol International Airport, these solo exhibitions were the first ever events to combine large format mixed media canvases, augmented reality, immersive experiences and the female figure as protagonist in these airports. Houda Bakkali exhibited the first augmented reality canvas at the First Contemporary Art Salon in Monte-Carlo, Monaco, celebrated in 2020, as well as her first immersive AR canvas in Sanremo, Italy, 2020. She has developed a global and pioneering project on digital art, augmented reality, audiovisual content and virtual workshops on new technologies in 6 Civic Centers of Barcelona City Council with the female figure as the protagonist. She also developed the first ever extended reality project on Don Quixote, the most universal literary book. Her digital art has been exhibited and presented at Paradores, Soria Provincial Council, Sanremo Museo dei Fiori (Italy), Casinó di San Remo (Italy), the iconic Reial Cercle Artistic de Barcelona, L'Alliance Française and at various international festivals and private events.

A pioneer in digital art and new technologies. Since 2009, Houda has been developing an educational and informative project on communication and health, highlighting the effectiveness of combining art, technology and communication. Houda has won three American Illustration awards (New York). She won the International Motion Award (New York) and the New Talent Award at the International Festival Artists of the World in Cannes. Her art has also been recognised by the London International Creative, the Paris Design Award, the Creative Quarterly (New York), four Graphis Silver Awards (New York), among others distinctions, and she was selected by the iconic TIME magazine for its first artistic web3 initiative.

